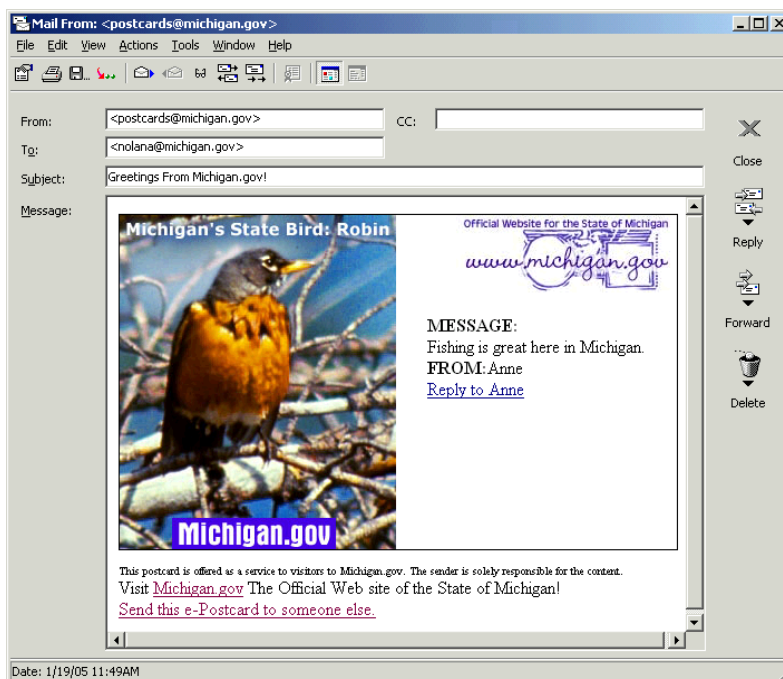# Using the ePostcard Content Type

eMichigan has created a new *Content Type* called e-Postcard. The ePostcard Content Type is designed to make it easy for you to create and place ePostcards on your agency Web sites.
The Content Type is programmed to automatically generate the HTML mail for you, which will include active links to the artwork you choose to have on the card. The only decisions you as authors need to make is which images to use.

At right is an example of how an ePostcard recipient would view an eMichigan ePostcard in their GroupWise email client:

Before you create the Postcard

1. Find one or more images that you would like to use for your postcard.
   You can use 1 or many images. If you choose to select multiple images, your customers will be able to choose an image to send with their greeting.
2. Size your images. This is the recommended size to fit the postcard. Images
   Size: 248px wide x 300px high
   You can go smaller but we do not recommend exceeding these sizes.
3. Upload your postcard assets and save the asset IDs. You will need them when you create the card.
4. ALT Text will be used in the content in Image selection so be sure to use a good ALT Text description for your images.

TIP: In the Description field of the Asset Entry screen, use ePOSTCARD_IMAGE as the description. Then you can search all of your images and to find images you have labeled suited to postcard use. Change them at will as you build up a library. Other agencies may have great images you would like to use as well.

Creating the Content

1. Add new content
2. Enter the title
3. Check the Full Display Triple Wide box
4. **REQUIRED: Enter a little body text. This will display at the bottom of the postcard form.**
   > Suggestions: For NO text, add a
 tag or a non-breaking space ( ) or if you would like a message:
   > *This e-Postcard is brought to you by the Department of Transportation*
   > *OR*
   > *Send this postcard to a friend to remind them of Michigan.*

IMPORTANT: Before you ADD the content be sure to...
5. Select EPOSTCARD (e-Postcard) as the content type. See the example below.

Content Type:	EPOSTCARD (e-PostCard)
Description (Short Text - 0 of 2000 chars max)	

6. Click the ADD button

Associate your ePostcard image(s)
1. Referring to the asset ID numbers you jotted down when you uploaded you images, add associations to the assets in the Edit Content Screen.
2. You can associate as many images as you wish but 4 is the recommended maximum. The page may get too long if you add too many.
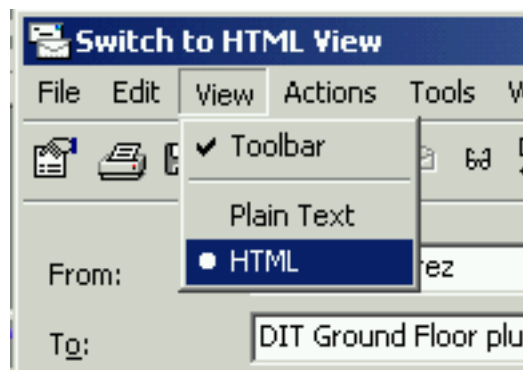
Associated Assets
(Note: clicking the *Asset Name* will jump to Edit Asset, *Edit* jumps to Edit Association)

ID	Asset Name	Asset Path	Edit	Dele
83660	ePostcard	/images/postcard1_83660_7.jpg	(Edit)	(Del
83663	ePostcard	/images/postcard4_83663_7.jpg	(Edit)	(Del

83664 (Enter Asset ID - Shortcut) Associate

(Add) (Add and Auto-Associate An Asset)

Preview and test your Postcard
1. Preview your ePostcard content in W3.
2. Send a postcard to yourself.
3. If you have Groupwise, be sure you are able to view HTML mail.
   Open the message, select View, then select HTML
   >>>>>>>>>

NOTE: If you require other functionality than what is offered by this content type, then you will need to use complicated HTML forms and the Content Type FORM-HTML instead. We can assist you in this if you need additional functionality. This content type should be able to manage 98% of the ePostcard requirements for agency use.